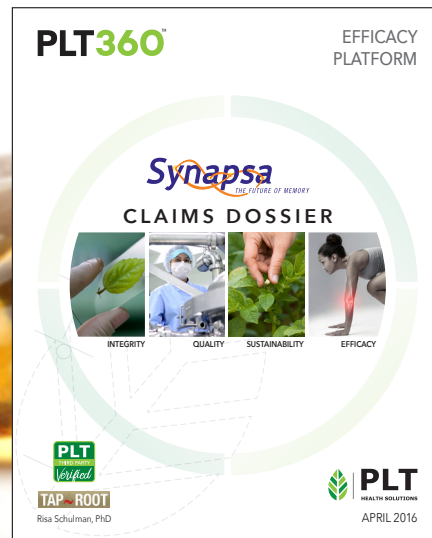


A NOVEL MULTIDISCIPLINARY, RISK-INFORMED APPROACH TO DEVELOPING AND USING CLAIMS



The Synapsa Claims Dossier Can Help You

- Develop and support strong consumer product claims
- Manage regulatory decision-making
- Support product development efforts
- Identify R&D gaps
- Focus R&D efforts
- Enhance internal communication
- Improve consumer communications
- Uncover new market opportunities
- Build trust & transparency

Claims reviews are increasingly becoming an integral part of managing the regulatory issues associated with efficacy claims for ingredients and formulated consumer products. But properly developed, the claims dossier has applicability beyond the regulatory function within a company – touching all phases of product development and commercialization and allowing smoother, more efficient and more powerful product launches.

To support commercialization efforts for our Synapsa™ Natural Memory Support ingredient, PLT has developed a comprehensive claims dossier in conjunction with a third-party reviewer focused on claims support and scientific communications to provide an impartial review of the validity of the science supporting Synapsa claims.

SYNAPSA: FASTER LEARNING, ENHANCED MEMORY & IMPROVED MENTAL PERFORMANCE

Synapsa Natural Memory Support is a patented, standardized form of *Bacopa monnieri* that has been the subject of more than 30 years of scientific study. In six double-blind, placebo-controlled clinical studies, healthy adults using Synapsa showed significantly improved performance in areas such as visual processing, learning rate, working memory, information retention and mental versus a placebo regimen.

The Synapsa Claims Dossier includes a comprehensive list of potential/proposed claims, a legal executive summary and in-depth reviews of how the claims can be supported by the data. In the case of Synapsa, these include 'chronic' claims – that cover long-term use of the ingredient, 'acute' claims that are based around short-term, experiential use of the ingredient and general claims in the area of cognitive health. The Comprehensive List of Claims in the new dossier includes in-depth reviews on supporting 19 different potential claims for consumer products that contain or feature Synapsa.

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POTENTIAL CONSUMER BENEFITS PLATFORMS FOR SYNAPSA

- Faster information processing
- Improved learning rate
- Decreased forgetting rate
- Improved memory consolidation
- Better multitasking accuracy

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Contact PLT Health Solutions for samples and more information.

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